

Q & A Leaflet

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Queries and concerns relating to mandatory use of the OF&G logo

Q Do I need to include the OF&G logo by 1 January 2018?

A No there isn't a specific cut off date, although we would like all new packaging to incorporate the OF&G logo from that date. This is not a legal requirement, however with the imminent departure of the UK from the EU and the consequent loss of the EU 'leaf' logo, OF&G feel it is important that the identity of the certifier is more prominent for consumers.

Q There are potential costs associated with including the logo with some labels/package requiring a full redesign. This could represent lot of money when you combine the disposal of existing packaging stocks and design costs. Do OF&G expect businesses to incur this cost just to include their logo?

A No, we recognise that there is an additional cost for redesign and would not want packaging disposed of needlessly. We are, therefore, happy for you to wait until there is a requirement to redesign packaging. At this point we would like to see the logo incorporated. It is understood that in some instances this may not be for a couple of years or more. OF&G would ask, however, that all new packaging presented to OF&G for authorisation includes the OF&G logo from 1 January 2018.

Q Not all designs have sufficient space to incorporate the logo. What do we do then?

A Within the brand guidelines it sets out that the OF&G logo needs to be legible. If constraints on label size mean that this is not possible then your CO has the discretion to allow the label with only the minimum legal requirement.

Q How do we need to represent the logo on the packaging? Are there any guidelines for its use?

A We have produced a Technical Leaflet (TL212) which sets out the logo guidelines and the use of the mandatory EU 'leaf' logo.

Q Have the changes to the standard regarding the mandatory display of the OF&G logo definitely been agreed as from 1 January 2018?

A The Board of OF&G have asked that this is implemented from 1 January 2018 onward subject to the provisions above.

Q With Waitrose 'Duchy' products can we include the OF&G logo on their packaging?

A We have been in contact with Waitrose Duchy staff and they are aware of the change and are content for the OF&G logo to be included on pack. If any issues arise regarding this please do not hesitate to contact your CO immediately so that these can be resolved quickly.

Q When the OF&G logo becomes mandatory will the EU 'leaf' logo become non-mandatory at the same time, as we will struggle to put both on some of our labels.

A No, the EU 'leaf' logo will remain legally mandatory at least until we leave the EU. Where there are space constraints we are mindful of this and CO's will use their discretion – see above.

Q I only want to make one change and not have to incur an additional cost to remove the EU 'leaf' logo when the UK does leave the EU.

A If the next label redesign is when the UK leaves the EU then we recognise this. The purpose of the inclusion of the logo is to provide greater assurance to consumers not to increase cost for our operators.



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